

So hearty, so tempting you'll make it your meal!



12 cents a can

"Soup" is a word which is almost inadequate to describe Campbell's Vegetable-Beef!

Perhaps the best way to describe it is to state this fact:

People often heat Campbell's Vegetable-Beef Soup just as it comes from the can, serve it as a stew or on toast, and find it a delicious and satisfying meal.

Vegetables. Cereals. Meat Broth. Nutritious pieces of choice beef. How it satisfies!

A masterpiece of that modern soup-making which has made the name Campbell's famous.

Luncheon

Dinner

Supper

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL